

Name change could help university

WHILE GENERALLY I agree that bureaucrats waste money. I want to give an outside perspective to the name change for Cal State Hayward. I moved to the Bay Area 17 years ago, living in Marin County and San Francisco. I never knew Hayward was anything more than a “small” Oakland — Oakland being a place I was sure I never wanted to visit due to its high crime rates.

I pictured Cal State Hayward as a tiny offshoot of the “real” campus. I associated it with little colleges that don’t have much to offer. Now that I’ve lived in the East Bay for a few years, I’ve learned more about the area, but still would have no interest in having my children attend school there, I think, because of the initial stigma of the name “Hayward.” Therefore, I think a name change to Cal State East Bay would rise above that image and give the college a fighting chance for people from all over.

Saying that Berkeley and San Jose do not need the change is a moot point. Even in the Midwest we’ve heard of these cities and associate a more prestigious atmosphere with those areas. Image and perception count for a lot — I say go ahead with the name change.

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